

Message Text

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(CORRECTED COPY - PORTION OF TEXT PREVIOUSLY
OMITTED PARA ONE C.)

E.O. 11652: N/A
TAGS: BBSR, EG, UK
SUBJECT: GLOBAL MARKET RESEARCH: INDUSTRIAL PROCESS
CONTROLS (IPC), EGYPT

REF: LONDON 4341

1. SIRA HAS BROUGHT TO OUR ATTENTION FOLLOWING POINTS
RELEVANT TO ABOVE STUDY:
(A) COMPLETION OF REPORT WAS DELAYED BEYOND DUE
DATE LARGELY DUE TO POLITICAL DIFFICULTIES EXPERIENCED
IN EGYPT, AND FACT THAT SITUATION BETWEEN ISRAEL AND
EGYPT CHANGED DRAMATICALLY DURING PERIOD OF STUDY. SIRA
FOUND THAT KEY INDIVIDUALS COULD NOT BE MADE AVAILABLE
AT APPROPRIATE TIMES AND HENCE INSTEAD OF A SINGLE VISIT
TO COVER RELEVANT INDUSTRIES, IT HAD TO MAKE THREE
VISITS IN ALL.
(B) PATTERN OF INTERVIEWEES CHANGED AS A RESULT OF
FACTORS EXPERIENCED IN EGYPT. WHEREAS SIRA PLANNED TO
USE A LARGER PROPORTION OF EXECUTIVES FROM END-USER
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PAGE 02 LONDON 04656 250359Z

INDUSTRIES, IT EVENTUALLY FOUND THAT THESE INDIVIDUALS
WERE SUBJECT TO BUREAUCRATIC CONSTRAINT IN ANSWERS THEY
WERE PREPARED TO GIVE. IN OTHER WORDS SUCH EXECUTIVES
TENDED TO RESPOND IN TERMS OF THE IDEALS TO WHICH
INDUSTRY HAD HOPED TO ASPIRE RATHER THAN PRACTICAL
SITUATION THAT IN FACT EXISTED. ACCORDINGLY A LARGER
PROPORTION OF EXECUTIVES FROM SALES AGENCIES AND DISTRI-

BUTOR ORGANIZATIONS WERE INCLUDED, AND SIRA BELIEVE THAT THIS HAS PROVIDED A GREATER LEVEL OF ACCURACY AND OPPORTUNITY INFORMATION THAN IF ORIGINAL STRUCTURE HAD BEEN PURSUED.

(C) SIRA EXPERIENCED SIGNIFICANT PROBLEMS IN PROVIDING COMPATIBLE STATISTICS BETWEEN IMPORT TO EGYPT AND EXPORT FROM MAIN COUNTRIES. THE WIDE AND VERY GENERAL CLASSIFICATION USING A SYSTEM UNIOUE TO THE DEPT. OF MOBILIZATION & STATISTICS HAS PROVIDED CERTAIN COMPLIATIONS. HENCE ALL FIGURES USED FOR IMPORTS AND MARKET SIZE ARE DERIVED FROM SUCH INFORMATION AS WAS PUBLISHED PLUS INTERPRETIVE ANALYSES BASED UPON END USER COMMENTS. SIMILARLY TABLES 2 AND 3 HAVE BEEN COMBINED TO FORM TABLE 2/3.

(D) EXCHANGE RATES FOR US DOLLAR USED AS PER USDOC SPECIFICATION, WITH ONE EGYPTIAN POUND BEING CONVERTED AT RATE OF LE1 EQUALS 2.56 US DOLLARS.

(E) ALL PROJECTED VALUES - 1976 ONWARDS - ARE BASED ON 1976 CONSTANT PRICES WHILST HISTORICAL VALUES ARE AT CURRENT PRICES. FOR DIRECT COMPARISON OVER PERIOD 1974, 1975 AND 1976, THE FOLLOWING DEFLATOR FACTORS CAN BE USED AND ARE BASED UPON THE COST INDICES FOR PROCESS PLANT PUBLISHED BY "PROCESS ENGINEERING". THESE INDICES ARE GENERALLY RELEVANT AS A LARGE PERCENTAGE OF PROCESS CONTROL EQUIPMENT IS IMPORTED FROM EUROPE AND USA ON WHICH COST INDICES ARE BASED.

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PAGE 03 LONDON 04656 250359Z

	1974	1975	1976
DEFLATOR FACTORS FOR		100	81 73
CONSTANT 1974 PRICES			

2. SIRA'S INTERVIEW LIST BEING AIRMAILED USDOC AND CAIRO MARCH 22, AND LISTS NAMES OF RESPONDENTS, POSITIONS, COMPANIES AND LOCATIONS. TOTAL OF 31 INTERVIEWS ARE LISTED BUT SIRA STATES SOME FURTHER INFORMATION WAS OBTAINED FROM UNREPORTED PHONE DISCUSSIONS. SIRA ALSO NOTES THAT INTERVIEW PROGRAM WAS AFFECTED BY "COUNTRY AT WAR" SITUATION THAT WAS EXPERIENCED IN EGYPT.

STREATOR

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